

2022 | Pacific Coast Business Times

MEDIA KIT



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JANUARY

DATE	7	VOL. + ISSUE #	22.43	FOCUS SECTION	805 Tech / 2022 Forecast	LIST	Private Companies	SPECIAL REPORT		EMAIL FOCUS	
	14		22.44		Women & Co		C-Suite Women				
	21		22.45		Health Watch		Wealth Management Firms		Health Watch		
	28		22.46		Commercial Real Estate		No. 1's		Dealmakers		

FEBRUARY

DATE	4	VOL. + ISSUE #	22.47	FOCUS SECTION	805 Tech	LIST	IT Service / Tech Firms	SPECIAL REPORT		EMAIL FOCUS	
	11		22.48				Banks Combined		Most Influential		
	18		22.49		Health Watch		Hospitals		Health Watch		
	25		22.50						Central Coast Innovation Awards		

MARCH

DATE	4	VOL. + ISSUE #	22.51	FOCUS SECTION	805 Tech	LIST	Tech Employers	SPECIAL REPORT		EMAIL FOCUS	
	11		22.52				Foundations		Who's Who in Commercial Real Estate & Construction		
	18		23.01		Health Watch		Insurance Brokers		Health Watch		
	25		23.02				Law Firms		Top Women		

APRIL

DATE	1	VOL. + ISSUE #	23.03	FOCUS SECTION	805 Tech	LIST		SPECIAL REPORT		EMAIL FOCUS	
	8		23.04				Graduate Institutes		Professional Careers & Higher Education		
	15		23.05		Health Watch		Museums / Attractions		Health Watch		
	22		23.06						Business Hall of Fame		
	29		23.07		805 Law		Highest Paid Execs				

MAY

DATE	6	VOL. + ISSUE #	23.08	FOCUS SECTION	805 Tech	LIST	Business Incubators	SPECIAL REPORT	IP / Venture Capital	EMAIL FOCUS	
	13		23.09				Banks in the Region		Spring Forecast		
	20		23.10		Health Watch		General contractors		Health Watch		
	27		23.11				Health Care Organizations		Central Coast Best Places to Work		

JUNE

DATE	3	VOL. + ISSUE #	23.12	FOCUS SECTION	Pride	LIST		SPECIAL REPORT		EMAIL FOCUS	
	10		23.13				CPA Firms		Who's Who in Banking & Finance		
	17		23.14		Health Watch		Credit Unions		Health Watch		
	24		23.15						Latino Business Awards		



JULY

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
1	23.16	Legacy	Legacy Lists		
8	23.17	Health Watch	LEED-Certified Buildings / Construction Projects		Health Watch
15	23.18		Wineries / Craft Breweries	Who's Who in Agriculture & Viticulture	
22	23.19	805 Law	Law Firms Inside the Region		
29	23.20		Chambers	Spirit of Small Biz	

AUGUST

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
5	23.21	805 Tech	Crowd Funded Startups		
12	23.22			Champions in Health Care	Health Watch
19	23.23	Destinations	Hotels / Resorts		
26	23.24			40 Under 40	

SEPTEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
2	23.25	805 Tech	Top Patents		
9	23.26		Law Firms Outside of Region	Giving Guide	
16	23.27	Health Watch	Surgery Centers		Health Watch
23	23.28		Ventura Employers	Fastest Growing Companies	
30	23.29	Woman & Co.	Women Owned Businesses		

OCTOBER

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
7	23.30	805 Tech	Special Districts		
14	23.31		CRE Firms	Top CFOs	
21	23.32	Health Watch	Hospital Clinics		Health Watch
28	23.33		Financial Institutions	Who's Who in Professional Services	

NOVEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
4	23.34	805 Tech	Best Places		
11	23.35		Law Firms	Who's Who in Healthcare, Insurance & Life Sciences	
18	23.36	805 Law	Banks Outside the Region		Health Watch
25	23.37		CPA Firms	Fall Economic Forecast + 2023 Tax Guide	

DECEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	LIST	SPECIAL REPORT	EMAIL FOCUS
2	23.38	805 Tech	Colleges / Universities	Giving Tuesday	
9	23.39		Staffing Services	Who's Who in Nonprofits & Foundations	
16	23.40	Health Watch	Fastest Growing		Health Watch
23	23.41	Small Business			
30	23.42			2023 Book of Lists	

AD SIZE	OPEN	7x (30%)	13x (35%)	17x (40%)	26x (50%)	39x (55%)	52x (60%)
Double Page Spread	\$5,845	\$4,013	\$3,727	\$3,440	\$2,868	\$2,580	\$2,294
Full Page	\$3,646	\$2,503	\$2,324	\$2,145	\$1,787	\$1,609	\$1,430
3/4 Page	\$3,157	\$2,168	\$2,013	\$1,857	\$1,548	\$1,393	\$1,239
Island	\$2,648	\$1,818	\$1,689	\$1,558	\$1,299	\$1,169	\$1,038
1/2 Page	\$2,189	\$1,503	\$1,396	\$1,288	\$1,073	\$966	\$858
3/8 Page	\$1,668	\$1,144	\$1,063	\$982	\$818	\$736	\$654
1/4 Page	\$1,179	\$809	\$751	\$693	\$578	\$520	\$462
1/8 Page	\$817	\$559	\$520	\$481	\$401	\$359	\$319
1/16 Page	\$449	\$309	\$264	\$220	\$212	\$199	\$176
Front Page Banner*	\$1,638	\$1,259	\$1,201	\$1,142	\$1028	\$969	\$913

Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. Add second color: \$200. Add four colors: \$600. Color charges are non-commissionable. Art production: \$75/hr. We would be pleased to guarantee a premium position; however, there is an additional 10% charge. *Front page banner includes 4 color.



INSERTS	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

INSERTS: Preprinted, 8.5" X 11" (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.



CHARITABLE NONPROFITS:

Contact advertising executives for rates.

SPACE RESERVATIONS:

Placement instructions must be submitted 7 calendar days before intended publication date.

CANCELLATIONS:

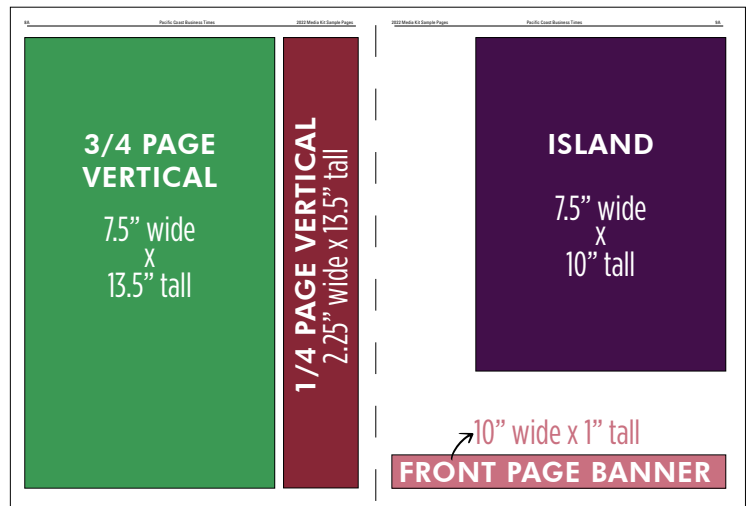
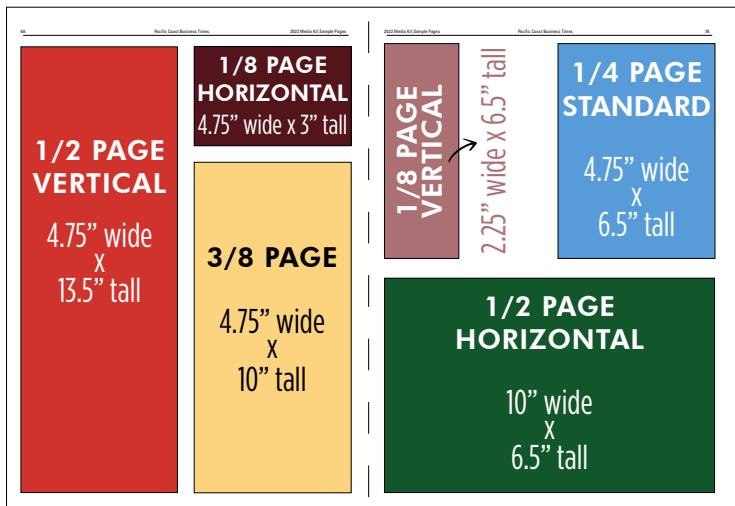
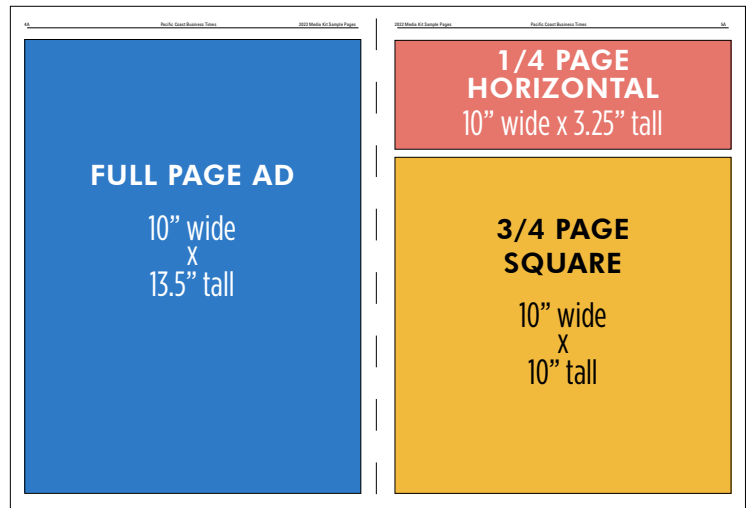
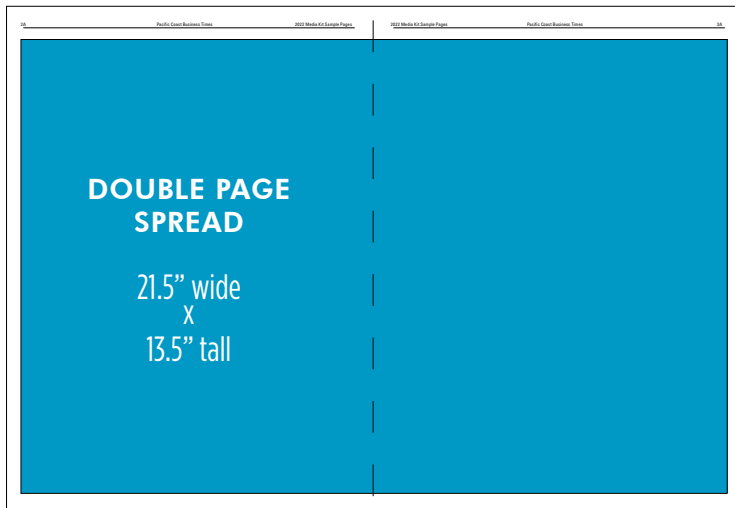
Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.

All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

- Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF conversion.
- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. All artwork submitted in RGB will be converted to CMYK or Grayscale, respectively. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.
- Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.
- Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept raw Quark files.
- Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.
- For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.
- Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of \$75 per hour. Ads built by the production department allowed a maximum of three proofs. Any additional proof requests are subject to additional charges.
- Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at \$75 per hour.
- Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.

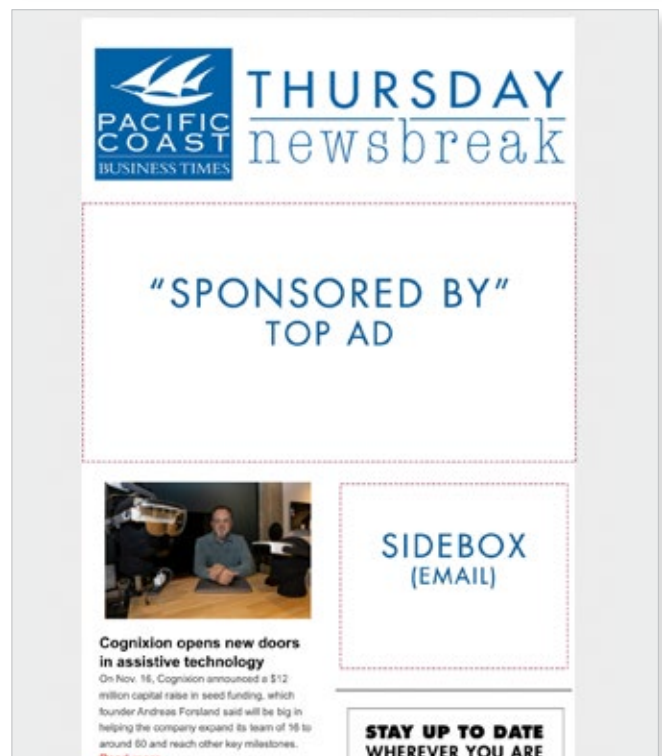
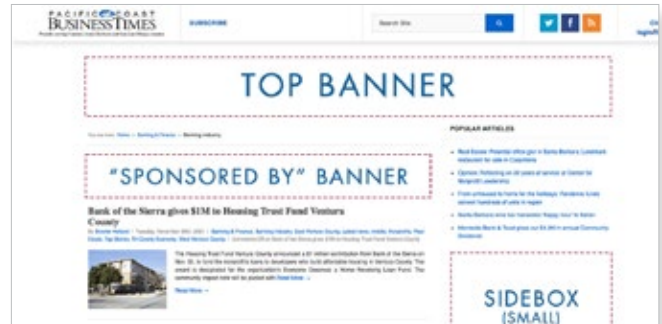
Ads can be sent to your account executive or adart@pacbiztimes.com • Any questions may be directed to the Advertising Coordinator at 805-845-2697

DOUBLE PAGE SPREAD: 21.5" wide x 13.5" tall • **FULL PAGE:** 10" wide x 13.5" tall • **1/4 PAGE HORIZONTAL:** 4.75" wide x 6.5" tall
3/4 PAGE SQUARE: 10" wide x 10" tall • **1/2 PAGE VERTICAL:** 4.75" wide x 13.5" tall • **1/8 PAGE HORIZONTAL:** 2.25" wide x 13.5" tall
3/8 PAGE: 7.5" wide x 10" tall • **1/8 PAGE VERTICAL:** 2.25" wide x 6.5" tall • **1/4 PAGE STANDARD:** 4.75" wide x 6.5" tall
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ISLAND: 7.5" wide x 10" tall • **FRONT PAGE BANNER:** 10" wide x 1" tall



Advertising on pacbiztimes.com and our email newsletters provide another opportunity to promote your business. Accepted media includes JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. • Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

WEBSITE HOMEPAGE	SIZE	RATE
Top Banner, Fixed (Displayed throughout the entire website)	1150px wide x 125px tall	3/8 page pricing
Side Box - Small	350px wide x 250px tall	1/8 page pricing
Side Box - Large	350px wide x 600px tall	1/4 page pricing
WEBSITE FOCUS SECTION	SIZE	RATE
“Sponsored by” Banner	750px wide x 90px tall	1/2 page pricing
EMAIL NEWSLETTERS	SIZE	RATE
“Sponsored by” Top Ad	600px wide x 290px tall	3/8 page pricing
Side Box	300px wide x 250px tall	1/4 page pricing



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JANUARY 28

Dealmakers of the Year

Our first special report of 2021 looks at the movers and shakers behind the region's top deals from 2021.

FEBRUARY 11

Most Influential People in the Region

This special report represents our news staff picks for the thought leaders and top influencers in the region.

FEBRUARY 25

Central Coast Innovation Awards

Honors the region's leaders in innovation, disruptive technology and social ventures.

MARCH 11

Who's Who in Commercial Real Estate & Construction

This must-read special report profiles leaders in commercial real estate, construction, architecture and related fields.

MARCH 25

Top Women in Business

Honors 50 of the region's top women leaders in industry, technology, professional services and nonprofits.

APRIL 8

Professional Careers & Higher Education

This special report explores certificate programs for business professionals and reports on emerging trends in higher education.

APRIL 22

Business Hall of Fame

Our signature special report recognizes our 2022 Hall of Fame honorees.

MAY 13

Spring Economic Forecast

Our popular forecast features expert panels with economists, investment advisers and a special panel of leaders in our communities.

MAY 27

Central Coast Best Places to Work

Our popular Central Coast Best Places to Work program returns with results from our annual ranking of the top employers in the region.

JUNE 10

Who's Who in Banking & Finance

This signature special report highlights senior executives in one of the region's most important industries.

JUNE 24

Latino Business Awards

One of our most popular special reports recognizes Hispanic leaders in business, education and professional services. We also profile our Business Times scholarship winner.

JULY 15

Who's Who in Agriculture & Viticulture

This annual special report includes profiles leaders in farming, ranching, food processing, cannabis and wine making.

JULY 29

Spirit of Small Business

For more than 16 years, the Business Times has partnered with the U.S. Small Business Administration's Los Angeles District Office to bring you a special report that celebrates small business with profiles of innovative companies, how-to articles and resource guide.

AUGUST 12

Champions in Healthcare

In a time of unprecedented challenges in health care we profile the region's top practitioners, researchers, administrators and front-line workers.

AUGUST 26

40 Under 40

One of our most popular special reports recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age.

SEPTEMBER 9

Giving Guide

Our annual publication provides in-depth information on the region's dynamic non-profit sector.

SEPTEMBER 23

Fastest-Growing Companies

This special section is a snapshot of the year's fastest-growing superstars, featuring both public and private tri-county companies.

OCTOBER 14

Top CFOs

We look at the men and women who are keepers of the balance sheet at public and private companies as well as nonprofits in the region.

OCTOBER 28

Who's Who in Professional Services

We recognize the leading attorneys and certified public accountants in the Tri-Counties.

NOVEMBER 11

Who's Who in Health Care, Insurance & Life Sciences

Our Who's Who report profiles dozens of decision-makers in the health care, insurance and biomedicine.

NOVEMBER 25

Fall Economic Forecast and 2023 Tax & Financial Planning Guide

We present stories and contributed articles on a number of topics related to the investment outlook for the New Year and top tax trends.

DECEMBER 9

Who's Who in Nonprofits & Foundations

This annual Who's Who identifies and profiles leaders in fundraising and foundations as well as leaders of organizations involved in community service, arts, culture and recreation.

DECEMBER 30

2023 Book of Lists

Our final special report of the year compiles the Top 25 lists we've published during the year and adds new lists to create the most comprehensive directory of business in the tri-county region.



2022 FORECAST

- January 1
- 805 TECH**
- January 7
- February 4
- March 4
- April 1
- May 6
- July 2
- August 6
- September 3
- October 1
- November 12
- December 3

WOMEN & CO

- January 14
- September 30

CRE

- January 28

CENTRAL COAST HEALTH WATCH

- January 21
- February 18
- March 15
- April 20
- June 17
- July 8
- September 16
- October 21
- December 16

SMALL BUSINESS

- May 21
- November 26

805 LAW

- April 29
- July 22
- November 18

BUSINESS OF PRIDE

- June 3

LEGACY COMPANIES

- July 1

DESTINATIONS

- August 19

YEAR IN REVIEW

- December 31



INSERTION AND COPY DEADLINES: Seven days prior to Friday publishing date.
EMAIL: dgiles@pacbiztimes.com • **DROP OFF:** 14 E. Carrillo Street, Suite A, Santa Barbara, CA 93101

LEGAL NOTICE TYPE	COST	DURATION
Fictitious Business Name	\$49.50	4 Weeks
Alcohol License	\$49.50	4 Weeks
Summons	\$300	4 Weeks
Notice of Petition to Administer Estate	\$160	3 Weeks
Name Change	\$185	4 Weeks
Trustee Sale	\$295	3 Weeks
Public Entities	Call for negotiated rates.	
Other	Call for quote.	

INSERT RATES	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

*Zone A is Ventura County, Zone B is Santa Barbara and San Luis Obispo Counties.



- Pre-printed inserts must conform to all USPS regulations pertaining to periodical rate mailings
- No return address or postal indicia may appear on the insert.
- Three copies of the insert must be supplied to the Business Times 10 days prior to the publication date of the in which it will be inserted.
- Inserts up to 0.75 ounces will be accepted under the standard pricing below. Anything over 0.75 ounces requires a special pricing quote to allow for the extra postage required.
- Full run inserts must be delivered to Southwest Offset Printing Company (see address below) by 1 p.m. on the Monday prior to the Friday date in which the insert will be placed.

SOP WAREHOUSE: 13645 Gramercy Place, Gardena, CA 90249-2465 // (310) 323-0112

The insert shipment should be clearly marked as follows: (for insertion into the Pacific Coast Business Times on Friday date of issue)

- Label "For Pacific Coast Business Times"
- Name of Insert
- Insertion Date
- Quantity per skid + quantity per box
- The maximum dimensions for an unfolded insert is 10" x 12". The minimum size for an insert is 4" x 6".
- Press run numbers vary by and zone. Zone A is Ventura County. Zone B is Santa Barbara and San Luis Obispo counties.
- Check with your account executive to determine how many inserts are required for the date you will insert.